

Public Summary: The Design of an Interactive Framework using Participatory Video

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The Bachelor's Thesis "The Design of an Interactive Framework using Participatory Video" is executed by an Industrial Design Engineering student at the University of Twente and involves active participation of Ukrainian refugees, whom the framework is designed for. The project aims at developing a framework that bridges cultural gaps and identifies ethical and sustainable solutions for Ukrainian refugees through Participatory Video.

This research project is commissioned by the Humanitarian Engineering group within the Department of Design, Production, and Management. The client's aim is to actively contribute to humanitarian causes, focusing on aiding underserved communities.

Participatory Video is a collaborative method where individuals from the same community work together to create a video. The primary goal is to empower participants to share their perspectives and discuss the challenges they face (Sarria-Sanz, Alencar, & Verhoeven, 2022).

Ukrainian refugees in the Netherlands face integration hurdles including limited government support, job market access, education barriers, mental health issues, and societal ambivalence, hindering their adaptation (Arend Ode, 2018). The complexity of these challenges demand innovative solutions to understand their needs better, involving the community for effective and empowering solutions (Donoso, Mechelen, & Verdoodt, 2014).

As the project involves the participation of such a vulnerable target group, an ethical review was conducted to ensure that the right measures will be taken to mitigate potential harm of the target group. After the ethical approval, the project commenced with thorough literature review, delving into existing Participatory Video methodologies and challenges, especially concerning vulnerable populations like Ukrainian refugees. This review served as a foundation, informing subsequent stages.

Following the literature review, interviews were conducted with the four participants to gather insights into their challenges, preferences, and experiences. These insights were pivotal in constructing design requirements for the framework, ensuring it resonated with the participants' needs and contexts.

The ideation phase commenced after synthesizing insights from interviews and observations. Leveraging Figma, an online collaborative interface design tool, facilitated the creation of the final framework design, integrating elements of design thinking to ensure a user-centric approach (see figure 1).

The interactive framework serves as a comprehensive step-by-step guide for participants to create their segments for the Participatory Video. The framework consists of six steps which reflect design thinking principles. These steps include topic choice, storyboarding, planning, filming, reviewing and sending instructions (see figure 2). The framework provides tips and suggestions for filming the Participatory Video segments.

Designed to reflect Ukrainian culture, the framework incorporates the national colors, blue and yellow, and integrates symbolic elements. The language used is simple and understandable, catering to the

diverse language proficiencies of the participants. While mandatory steps are emphasized for the integrity of the PV project, participants have the freedom to skip or quickly go through certain sections based on their preferences, ensuring a personalized and flexible approach to the creative process.

Testing of the framework involved participants filming their segments using the guidelines provided in the interactive framework. However, despite efforts to engage all four participants, only one managed to complete filming within the given timeframe. This outcome, though unexpected, provided valuable insights into the feasibility and usability of the framework in practical settings, prompting reflections on potential adjustments and considerations for future iterations.

Further evaluation was conducted through surveys. A Framework Evaluation Survey was distributed to assess the overall comprehensibility and user-friendliness of the framework among a broader audience. However, due to ethical considerations preventing the sharing of the final PV outside the University of Twente, evaluating its impact on raising awareness of challenges faced by Ukrainian refugees posed challenges. Therefore, an additional survey was conducted, exclusively shared with the sole participant who contributed to the final PV. This survey aimed to assess whether their overall expectations of the final PV and the project process were met. The evaluation from both the participant and the broader audience was positive, confirming that the final interactive framework was indeed clear, relevant, and empowering. Some feedback highlighted areas for improvement to enhance the overall streamline of the framework.

Overall, the project process transitioned seamlessly from theoretical groundwork to practical application, iteratively refining the framework based on insights gathered at each stage. Despite encountering challenges, the process fostered a deeper understanding of the complexities involved in participatory methodologies and highlighted the importance of adaptability and responsiveness to participant needs. Through acknowledging ethical considerations, specific needs and challenges, integrating design thinking principles, testing the framework's effectiveness, and implementing feedback, the framework has successfully met its aim of bridging cultural gaps and identifying ethical and sustainable solutions for Ukrainian refugees in the Netherlands through Participatory Video.

Figure 1: The Final Interactive Framework



(Click on picture or use this link to the prototype:

<https://www.figma.com/proto/F6jDdKrsWR36cqqXa2ZrA0/Framework-PV-for-Ukrainian-Refugees?page-id=0%3A1&node-id=11-80&starting-point-node-id=11%3A80&mode=design&t=LfviXMeDMtwB4yI8-1>)

Figure 2: Overview of the Steps



References

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- Donoso, V., Mechelen, M. V., & Verdoodt, V. (2014, September). *Increasing User Empowerment through Participatory and Co-design Methodologies (EMSOC report)*. Retrieved from Research Gate: https://www.researchgate.net/publication/298722734_Increasing_User_Empowerment_through_Participatory_and_Co-design_Methodologies EMSOC_report
- Sarria-Sanz, C., Alencar, A., & Verhoeven, E. (2022, Maart 14). *Using participatory video for co-production and collaborative research with refugees: critical reflections from the Digital Place-makers program*. Retrieved from Tandfonline: <https://www.tandfonline.com/doi/full/10.1080/17439884.2023.2166528>